



Up-fuse

# YARA YASSIN

## ENERGETIC.DETERMINED.CREATIVE

Yara Yassin is a 26 year-old product designer from Egypt who believes that one day, humans should find a Planet B to escape from all of the hazardous impacts they are causing to the earth. Yara's passion for design and creation, in addition to sustainability, paved the way for social entrepreneurship at a young age. At the age of 23, Yara started Up-fuse, a social enterprise that promotes eco-conscious lifestyles by producing bags and luggage that are made from up-cycled plastic bags. The business encourages the use of environmentally friendly materials in design, merging the bridge between up-cycled products and aesthetics. Up-fuse trains marginalized women in Egypt to craft such accessories from plastic bags. Through her work, Yara wants to empower as well as to educate the women she works with, so that they may develop skills and earn an income through their own businesses. Yara and her team have helped over 18 students, many of whom are housewives, in completing their education and have achieved the up-cycling of 40,000 plastic bags since 2015.